

JEWELRY

Omega, Sotheby's to auction special-edition MoonSwatch sets for charity

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The collections will embark on a global tour before the bidding begins. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker **Omega** is offering up collections of its timepieces as a part of an ongoing philanthropic partnership.

From Feb. 12, 2024, luxury auction house Sotheby's will conduct the sales of 11 MoonSwatch Moonshine Gold suitcases, each holding the full set of 11 Omega x Swatch Mission to Moonshine Gold chronometers. All of the proceeds will benefit nonprofit Orbis International's mission to thwart preventable blindness and vision loss around the globe, a quest the horology label has supported for over a decade.

Seeing stars

Before the auction begins, the collection of on-sale merchandise will embark on a global tour, reaching 11 locales.

Coming to Omega boutiques in Zurich, Tokyo, Bangkok, Singapore, Hong Kong, Beijing, New York, London, Milan, Paris and Sydney, the displays will take place between Feb. 11. Created in 2023, the watches are variants of the Moonwatch line, now coated in 18-karat gold, each taking a different inspiration from the lunar surface; one of the timepieces features a floral pattern, a nod to the flower moon to come in May 2024.

Omega presents "The MoonSwatch Moonshine Gold Auction For Orbis"

For the first time, the chronometers will be available together as a compilation; it also marks the only opportunity so far to own the "special suitcase" the items are housed in. Each of the cases has traveled to one of the spots on the tour.

A one-of-a-kind coin denoting the particular city's aviation code, which will also be etched onto the side of all of the watches inside the case, is included in the box alongside a "golden monocle" depicting the Omega x Swatch logo.

Bidding will begin on Feb. 12 and end on Feb. 24, the next full moon in the lunar cycle. The auction will be held [online](#).

Several horology labels have recently supported charitable causes, including Swiss watchmaker Breitling, which worked with the Boomer Esiason Foundation to support those diagnosed with cystic fibrosis ([see story](#)).